

urban
- Non workload accounts - lower volume accts

primary obj: Visibility

* NY 5 - 5 boroughs + NJ Parliament Expo

Philly

Bucks/Wash

Hallow #1

Second Tier Brand

Miami



Boston

25% of plexiglass display

Chicago

Detroit

2 rows

3,000 accounts potential

No signage

hit 2000 now

1st round - Basic

59 merchandisers - Power Force

Dangle / Promotion - also allowed

Penetration

80% of nonworkload accts that were called on

2045869512

Section 13 → Lillian Johnson - M4

Can allocate - give guidelines to merchandisers

5 benchmarks

ROM

STARS

Index
above
7/30+

90-110 avg.

- / pack promos

Mark Anton
List of NY accounts - non workload

2045869513